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HOW TO INCREASE LEAD QUALIFICATION AND LEAD CONVERSION USING SALESFORCE.COM
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Introduction:

The Sales Cloud has helped organizations transform their businesses across every crucial metric. Majority of the customers have seen a 28% increase in 'lead qualification' and 38% increase in 'lead conversion.' And all these major metrics constitute to the most important metric, which is increase in sales.

With the help of Sales Cloud, you can connect with your customers, partners, employees and products to make sure your team can close almost any possible deal. Connecting with your customers will help you in collaborating with them, sharing data, and developing long-term relationships & more sales down the line.

Likewise, with most things in Salesforce, lead conversion can be unendingly modified. While this is a remarkable trait for organizations and associations, who have resolved their procedures, a considerable lot of our customers beginning in Salesforce keep running into sticky spots attempting to delineate how and when to convert leads.

Apparently, this is a trending topic. We set out to incorporate some outstanding procedures and steps for you to approach your own lead conversion techniques.

Initially to begin with, what is a lead?

A lead is a primary object in Salesforce that represents a person at a beginning time during the business procedure. They've shown interest in what you are offering yet require extra nurturing to check and convert into a contact. By managing your leads in an orderly and organized way, you can increment both the number of leads you generate and how many of those you convert.

Leads are not as robust as different objects, but instead, they are helpful in early stage tracking. Salesforce's business procedure is developed around contacts, opportunities, and accounts, so when you're confident you need an association with them, or there is a clear financial opportunity recognized, you should change over to these objects.

Best Lead Conversion Practices via Salesforce

Practice 1

Set up a system

Make use of the lead source field

One of the most dominant uses of leads is that they give you visibility into marketing channels work, but only if create a picklist under lead source that has a possibility for each channel you need to track. We suggest 5-10 first. Each new lead you get must be labeled with a lead source, and you presumably need to make this a required field.

Map out your sales process

Tools like Gliffy (or only a pen and paper) can be useful here: initially, you need a rough outline of your client journey. Consider how you presently communicate and whether there is a handoff starting with one office then to the next. For this activity, you will likely distinguish when would it be a right time to convert from a lead to a contact. Regardless of whether you're still a small organization and don't have individual sales & marketing teams, it is vital to characterize a key point here.

Make use of lead status field

Lead statuses are equally important as Lead sources: you require a picklist of lead statuses that mirrors your engagement procedure. Depending on your business requirement, you most likely need a few choices like No contact, Email introduction, Meeting solicitation, Future, and Shut.

Don't keep them in any one lead status too long

Leads are intended to be at an underlying stage as it were. Ensure your conversion point occurs inside a couple of months for your most astounding performing leads and think about setting up a work process to consequently close leads (or decrease the level of consideration your team gives them) after a few months.

Practice 2

Capture more leads

More leads mean more potential business. With Salesforce CRM, you have a few alternatives for getting leads into the application: obtain them automatically from your webpage or through online networking, import them, or enter them manually. Get more and better leads directly inside Salesforce.

- You can have up to approximate 26% increase in sales opportunities via Sales Cloud.
- Through Salesforce you can find and connect to new customer faster. You can have access to accounts and contacts in a single click. You can also target leading business data and focus on cross-selling and up-selling.
- **Acquire leads automatically-** Make use of your web tools, search engine marketing (SEM) campaigns, and social media to acquire promising prospects.
- **Make use of web-to-lead forms-** Obtain contact info from people who fill in your forms to integrate your web leads with Salesforce.
- **Use Twitter-** Set up your Twitter page and get in touch with people who follow you and convert them into potential leads.
- **Enter your leads manually-** This process works better for individual leads.
- **Import your leads -** Acquire lead lists from Excel spreadsheets or from email apps such as Outlook or Gmail. You can also import leads directly from other CRM apps such as ACT!

Practice 3

Keep your data clean

You can increase your selling time with accurate data and focus on revenue generating campaigns. You can enable automated clean accounts & contacts, enhance accounts with D&B profiles and receive real-time updates and alerts via Sales Cloud.

You'll have up to almost 27% increase of data quality with data.com

Additionally, explore the below steps to keep your data clean:

- **Clean your leads regularly–** Indeed, even after your earnest attempts, data will get "untidy" because of prospects' activity changes, manual errors, and duplicate or incomplete entries.
- **Use validated rules-** For instance, you can develop a rule that keeps leads from being converted if no email address was entered or if its customer's need has not been characterized.

Practice 4

Focus on the most promising leads

With the help of Sales Cloud, you can convert prospects into customers in a faster way. You can scout and route leads, align and maximize lead generation, and track the complete pipeline from lead to close.

You will have almost 38% of improved lead conversion rate.

When you have a bunch of leads, how would you capitalize on them? Since leads vary in quality, you ought to organize them to ensure reps focus on your most promising leads first.

- **Organize leads with lead scoring-** Utilize a direct framework to assign values to qualities that line up with effective deals. For instance, you assign 10 points to a CEO and 3 points to a manager, considering the experience that CEO prospects result in more closed leads. Return to scoring criteria frequently as you take in more about how different qualities connect with progress. Likewise, consider formula fields for graphical statistic scoring.
- **Prioritize scored leads-** Once scored, you can classify leads into levels of need, for example, A, B, and C. Meet on a regular basis to adjust the criteria for these classifications. On the off chance that your edge for an A lead is generally 50, for instance, you may bring down that limit to stream more leads to sales if the lead volume is low.
- **Utilize task guidelines to route leads-** It's a smart thought to assign unqualified leads, for example, classified C leads, to a promoting queue to be nurtured until the point that they're prepared to be purchased. Route qualified leads to the suitable inside deals rep for further qualification. Likewise, make sure to develop a rule without channels that routes lead to a default client, for example, the promoting queue. That way you can ensure no leads are lost because of gaps in your rules.

Practice 5

Make use of Chatter to increase lead conversion

If you connect your sales reps to experts, business insights, and customers via Chatter, you can increase your lead qualification and effectiveness by almost 36%.

- Through Chatter you can instantly communicate with your customers.
- You can enable collaborations on projects, dashboards and many more plans.
- You can have private deal rooms with customers and partners.

Practice 6

Enable sales from any device, anywhere!

In today's generation almost, everything can be done through your phone. So why not use it to generate revenue instead?

- With the help of Salesforce 1 Mobile App you can connect and collaborate from anywhere, and through any smartphone device.
- You can have access to CRM, custom apps & AppExchange apps all in one place.
- Salesforce 1 Mobile App will improve your sales productivity by almost 34%.

Practice 7

Convert opportunities into Closed Deals

You can convert most of your opportunities into closed deals/businesses via Sales Cloud, if you quickly update and share opportunity details as a team.

- You can authorize deal updates and collaborations in context.
- You can enable best-practice opportunity management processes .
- You have a 360 view of entire pipeline visibility.

You will have an approximate 26% of increased higher closing rates.

Practice 8

Identify top leads, convert opportunities and retain customers via Sales Einstein Cloud

With the help of Sales Einstein Cloud, you can have a 38% faster decision-making rate, almost 25% of increase in ROI, approximate 25% of increase in your revenues, 5X faster app building ability with half the code & almost 45% higher customer satisfaction.

Boost your organizations business efficiency at each level of the business procedure with key forecasts, smart suggestions, and convenient automation. Sales Cloud Einstein is your own science office that develops from your group's business activities and CRM information and helps you in recognizing the best leads and converting them even more proficiently and maintains clients effortlessly.

Enable Sales Cloud Einstein Readiness Assessor

Still deciding whether you're prepared for Sales Cloud Einstein or whether it can help your sales reps? Run the Sales Cloud Einstein Readiness Assessor to discover. We investigate your Salesforce usage and after that send you a customized report. The report discloses to you which Einstein highlights you're prepared to utilize now and which ones require additional means.

Make use of Einstein Activity capture for Sales Cloud Einstein

Say farewell to logging and sell smarter and efficiently now. Integrate your email and calendar events & alerts to Salesforce. At that point, your messages and events are consequently connected with affiliated Salesforce records. In addition, messages sent from Salesforce are delivered your email account.

Analyze your lead scoring via Einstein

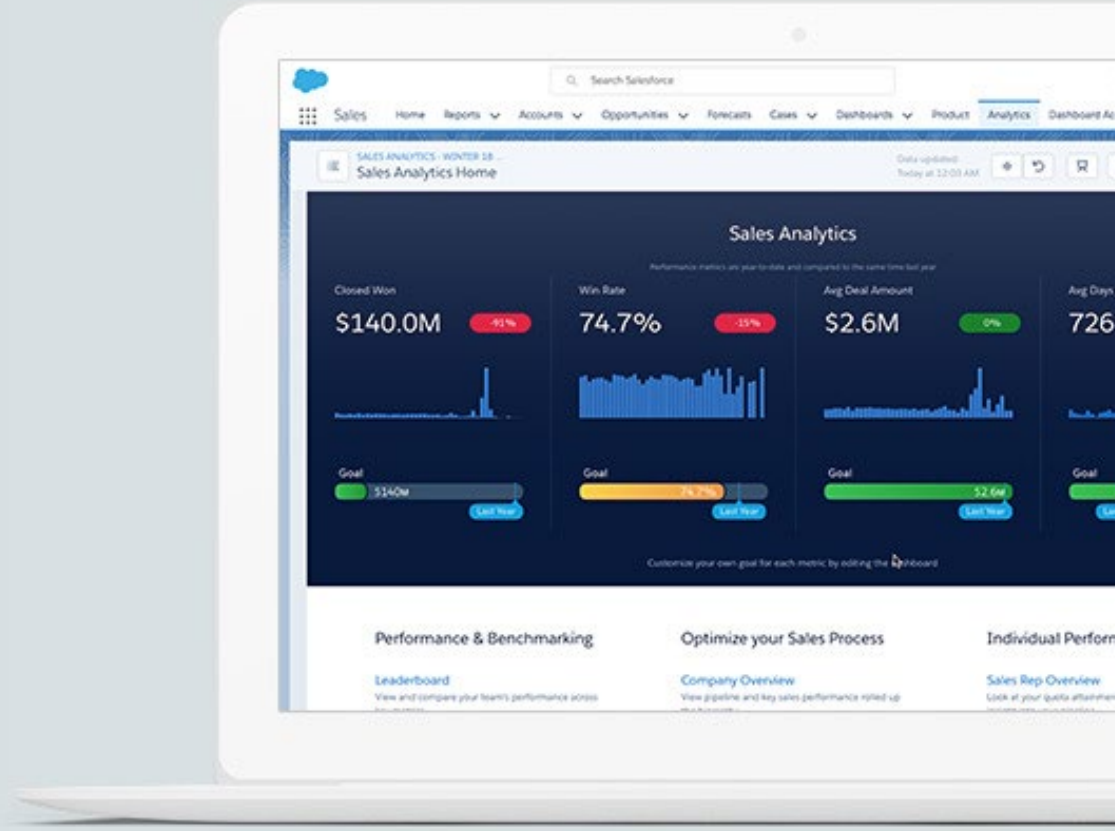
With the help of Einstein Lead Scoring you can analyze whether which leads are the most relevant for your company's successful conversion formats.

Get access to Einstein Opportunity Insights

With the help of opportunity insights, you can receive significant updates about your opportunities which would help you in closing more deals than before. Through opportunity insights you'll have access to the hottest deals which you are likely to close, reminders to follow up, and key notifications about the deal. Every insight which will be shown to you would offer you an overview of whether why it's being shown sorting it into appropriate metrics.

Einstein Account Insights

With the help of AI, you can develop your relationship with clients. Einstein Account Insights will keep you updated about all the business development requirements and various factors affecting your relationship with your clients.



Get automated contacts via Einstein

With the help of Einstein Automated Contacts, you do not have to keep updating the data entry records every now and then. It utilizes the email & event activities to find new contacts and opportunities and adds it to Salesforce. Depending on how your Salesforce is structured, Einstein recommends new data and updates it for you.

Prioritize opportunities via Einstein Opportunity Scoring

AI will help you in prioritizing your opportunities for you to close deals faster. Each opportunity is allotted a score which varies from 1-99, you can see it on opportunity records and list views. If you make use of Collaborative forecasts, you can view opportunity scores on the

Improve your forecasting via Einstein forecasting

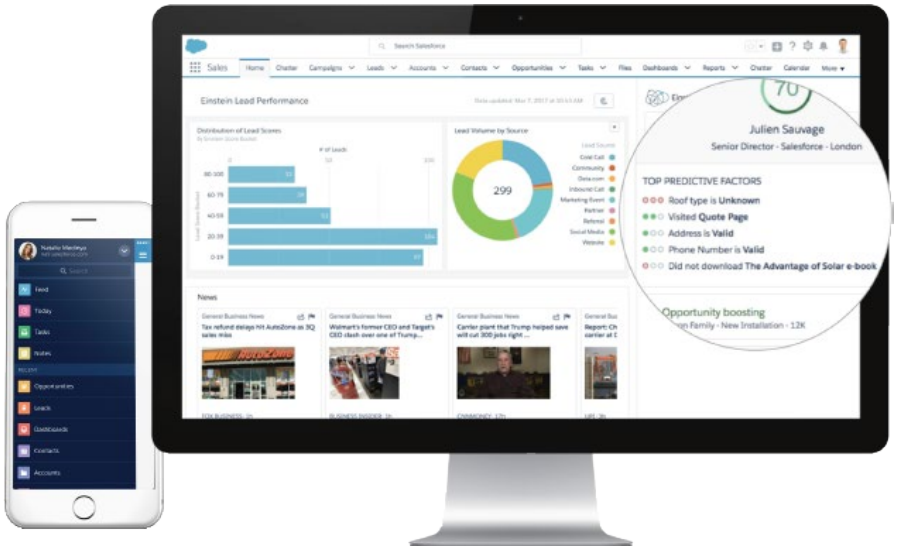
As Einstein Forecasting uses AI, it gives you more certainty and visibility towards forecasts. With the help of this feature, you can improve the accuracy of your forecast, predict the future forecasts and keep an eye on sales team's performance.

Get insights via Sales Cloud Einstein Reporting

Utilize reports and dashboards to receive insights about whether how the features of Sales Cloud Einstein are working in your company.

salesforce sales cloud

Find better leads, close more deals, and grow your accounts on the world's #1 CRM.



Watch Demos

Other Whitepapers →

About Cloudalyze :

As a Salesforce Silver Consulting Partner, we use Salesforce's industry leading products to help B2B and B2C companies build intelligent, omni-channel platforms that focus on the necessary things.

Know more about products and services?

: +1 (408) 368-6314
: (+91) 7558236210
: sales@cloudalyze.net
: info@cloudalyze.com
: www.cloudalyze.com

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